

Tuesday, March 3, 2015 10:00 am  
City Hall, 3rd Floor Conference Room

Re: To provide an overview of Artspire La Crosse and request input

**Overview of Artspire:** Artspire La Crosse is an all-inclusive and free event that attracts, engages, and connects our diverse community through the experience of art. Arts events will be held inside, outside, and around the Pump House Regional Arts Center area and throughout downtown. Admission is free, and we expect to draw roughly 1,500 people. The second annual Artspire La Crosse is scheduled Friday, June 12, 2015 5:00 pm-10:00 pm and Saturday, June 13, 2015 10:00 am-5:00 pm. Artspire La Crosse is a production of the Pump House Regional Arts Center.

**Overview of Requests:** We are seeking the closure of King Street (from Front Street to the Second Street, the Riverside Ramp exit will remain accessible), and the Pedestrian Walkway east of the Pump House (from King Street to Jay Street), and Front Street (from south of Riverside III to the corner of Front Street and King Street) to vehicular traffic for Friday, June 12, 6:00 am through Saturday, June 13 11:00 pm for street dance celebration, artist display tents, live performances, and food vendor booths. Live, outdoor musical performances will be held into the evenings.

There are two main entrance points, Point 1, where Second Street meets King Street, and Point 2, on Front Street, south of Riverside III.

**Friday, June 12, 5:00 pm-10:00 pm**

5:00 pm, a reception will be held for Artspire artists and sponsors.

6:30 pm, a street dance will be held featuring La Crosse Jazz Orchestra, which will set up in the northwest corner of the Pump House/Piggy's parking lot.

8:00 pm, a headlining musical performance will be held on the main stage in the southwest corner of the Pump House/Piggy's parking lot.

The City owns the Pump House parking lot, leasing it to the Pump House and Piggy's for shared usage. We have discussed our plans with Chris and Tammy Roderique, the owners of Piggy's and have received their written approval.

Food booths will be on site on Friday and Saturday. They will be located along the closed portion of Front Street, in front of the Weber Center. Weber Center also has performances, Friday at 2:00 pm and 7:00 pm, and Saturday at 2:00 pm. We have discussed this with Dave Kilpatrick of the Weber Center, and received his written support.

Pump House will also be requesting approval for an expansion of our Combination Class "B" liquor license in order for patrons to carry their alcoholic drinks outside of the building. The drinking will be a fenced-off area directly connected to the Pump House, and will include a portion of the Pump House courtyard and the northeast corner of the Pump House/Piggy's parking lot. There will be only one entrance into the fenced-off area, and it will be the back door located on the northwest corner of the building. There will also be a secured exit located where the fence meets the sidewalk along the southeast

corner of the parking lot. All patrons who enter will be checked for proper identification, and that they are of the legal drinking age. They will then be given a wristband. We have contacted O'Brien and Associates Security out of Holmen to provide proper security for this type of event.

An outdoor bar will also be located within the confines of the fenced-off drinking area.

We request that the electrical outlets on the light poles be turned on throughout the described area. We are also looking into drawing electricity from the Weber Center, Riverside III, and a third point downtown.

There will be a 22' x 28' stage secured in the southwest end of the parking lot (see map for placement of Main Stage). We are in the process of applying for a Special Events Outdoor Cabaret due to the potential noise violation.

**Saturday, June 13, 10:00 am-5:00 pm**

The closed portion of King Street will host 35, 10' x 10' pop-up tents, which will be provided by each participating artist.

No alcohol will be sold during the day on Saturday. Admission is free.

We are encouraging downtown merchants' participation on Saturday through demonstrating or displaying art-related activities in or outside of their respective businesses.

We anticipate artists, performers and food vendors to use the public sidewalks for performances, displays and demonstrations under the direction of Artspire La Crosse and are in the process of submitting a Temporary Street Privilege Permit for permission to do so. No more than 50% of the sidewalk area shall be used in any case and displays, performances and demonstrations are limited to the sidewalk area only.

Art-related activities such as chalk art, art demonstrations, flash mobs, musical performances, theatrical performances, etc. are proposed throughout the day near Pump House and downtown area sidewalks.

We are requesting use of the Pedestrian Walkway east of the Pump House Regional Arts Center for performances. We will maintain walking room for regular foot traffic and obey accessibility requirements.

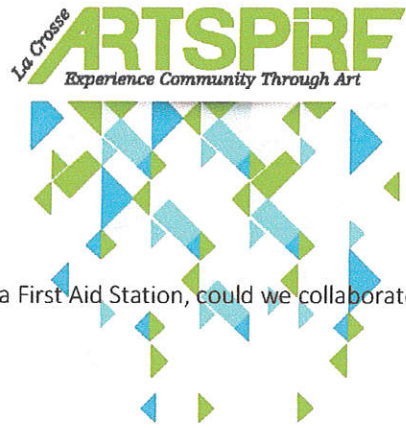
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Downtown Sound Music Festival has expressed interest in coordinating their festival in conjunction with Artspire. Details of this merge are pending. In the meantime, we would like to extend our street permits, and liquor license expansions into Saturday evening.

**Bathrooms** – There will be portable bathrooms and washing stations to the east of the Pump House near Pedestrian Walkway.

**Parking** – We have verbal approval to use the parking lot behind the River Square Crossing building. We also plan to use Riverside I and III. We do not seek additional parking at this time.

*Pump House*  
Regional Arts Center  
119 King Street  
La Crosse, WI 54601



Additional:

Fire Department – Do we need EMS on site? We would like to have a First Aid Station, could we collaborate with Gundersen or Mayo? How does that work?

**Artspire La Crosse Contact Information**

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